B6500-1

GRANDDADS IN AMERICA:

The Young At Heart

Sponsored by

OLD GRAND-DAD

Special Selection

Conducted by Research & Forecasts, Inc.

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Grandfathers have always played a very special role in America. They have served as the anchor of the family, providing counsel and passing traditions on from generation to generation. Ninety-eight years ago our company first demonstrated its interest in this important segment of the population by naming one of our products after a particular granddad. Through the years, as sponsors of the Grand-Dad Club, we have continued our deep interest in grandfathers.

In recognition of the vital role that grandfathers play in the family and reinforcing the concept that stable families are basic to a stable society, the Old Grand-Dad Distillery Company has now sponsored this national research study concerning the attitudes and activities of American grandfathers -- the first study of its kind to be conducted on this subject.

The findings reveal relevant data concerning today's granddads in terms of their family lives, their personal lifestyles, and their attitudes toward America.

We hope that the study results will enlarge public understanding and appreciation of all grandfathers, young and old.

John D. Lethbridge

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Introduction

The image of the granddad in the popular mind of today is marked by contradiction. There seem in fact to be two dominating images inherited from the past that are at odds.

On the one hand, there is the granddad image that has been hallowed by a long sentimental tradition: the kindly, wise, elderly gentleman, perhaps with a beard or mustache, rocking his golden years away on the front porch, reciting to the enraptured ears of his grandchildren tales of a youth spent taming the land or defying the sea. One thinks, for example, of Grandpa Walton of the popular television series.

Alternatively, however, other voices suggest a more tragic image of the grandfather as a casualty of the breakup of traditional home life and values: lonely, feeble and poor, he lives in a bleak world cut off from the mainstream. More than a century ago, Balzac helped to impress this image on the modern imagination with the figure of Père Goriot.

Do either of these traditional images correspond with today's reality, and if not, what is the American granddad of 1980 really like? National Distillers, Inc. commissioned the national research and survey organization, Research & Forecasts, Inc., to produce a comprehensive portrait of the contemporary American granddad.

The picture that emerges is, by and large, far removed from either of the two images described above. In fact, only 14% have mustaches and 2% beards. For another thing, granddads today are not necessarily old: 39%

are in their fifties or younger, with only 10% older than 74. Two-thirds say they are in good-to-excellent health. The majority are rigorously involved in the mainstream of life, with more than half still working at full-time or part-time jobs.

Granddads today are closely connected with their family structure. Family life, this study suggests, appears to be as strong as ever. Majorities of granddads today see their grandchildren frequently--and would like to see them even more often than they do. Granddads, moreover, do not interfere, in general, with the upbringing of their grandchildren, but nevertheless feel they have the right to do so in certain instances. Neither sentimental Grandpa Walton nor tragic Père Goriot, the American granddad today emerges as a real, strong, positive and encouraging personality.

There is much talk today about the dissolution of American life, the decline in morale, the unhinging of traditional values and structures. According to the media and some recent polls, Americans are having to cope more and more with anxieties, uncertainties and fears about the slippage in the quality of American life. In the face of this generally negative climate, the present study of the American granddad strikes a decidedly positive note. Granddads today are young in spirit. They are dedicated to their families, their work, and their community. This profile contrasts from both the sentimental bewhiskered old codger, and the sad, lonely victim of life. The positive, dynamic image which this study portrays stands as a figure of hope in a society troubled by alienation and by decline in traditional values.

Current figures give the life expectancy among males as 74 years of age. Considering this prediction, it would be reasonable to assume that a substantial number of today's young-spirited, fully-involved granddads are likely to continue on to become great-granddads. The positive views about family, work and life held by this group represent a strong sign of hope for the future and an enduring resource for younger Americans to follow and emulate.

More and more attention is being paid these days to the "greying of America." The present study, by uniquely singling out the approximate eleven million individuals who are granddads and discovering their positive outlook, has a significant story to tell.

GRANDDADS AT A GLANCE

Age

The youngest granddad in the survey sample was 33 years, the oldest, 92.

More than one-tenth (11%) of granddads today are between 33 and 49 years old. Nearly three-tenths (28%) are between 50 and 59 years old. Less than one-in-four (23%) are between 60 and 65 years old. Fifteen percent (15%) are between 66 and 69 years old. Less than one-in-four (23%) are 60 years of age and older.

Work

Nearly half (47%) of granddads today hold full-time jobs. About the same percentage (46%) are retired. A small minority (7%) have part-time jobs.

Nearly one in five (18%) say that they expect never to retire.

During their adult lives, two-fifths (40%) have been hourly wage-earners. One-in-four (25%) have been white-collar workers. More than one-in-ten (13%) have owned a business. Nearly one-in-ten (8%) have been self-employed professionals. Seven percent (7%) have been farmers, while 5% have been high-level salaried executives or professionals.

A majority (69%) say they are, or were, very happy with their work environment. A nearly equal number (65%) say that their work environment was very to somewhat stressful.

Family

The large majority 88% of granddads are married to their first and only wife. One-in-twenty (5%) are widowed; 1% have remarried, after being widowed.

Three percent (3%) are separated or divorced, and an equal percentage (2%) have remarried after divorce.

One percent (1%) say they are single.

The large majority (86%) live with their wife; six percent (6%) live with relatives other than their wife, 8% live alone.

Three-in-ten (30%) have two children. Nearly one-in-four (24%) have three children. Fifteen percent (15%) have four children. About one-in-ten (11%) have one child, and a nearly equal number (9%) have five children. Seven percent (7%) have seven children, and 4% have six children.

The majority (85%) say they are very content with their present home environment.

Education

About two-fifths (41%) of granddads have had some high school or less. Nearly the same percentage (43%) have graduated from high school or technical school, and have completed some college. Sixteen percent (16%) are college graduates and/or post-graduates.

Place of Residence

The largest group of granddads (34%) live in a small town or suburb. Nearly three-in-ten (28%) live in a small city. Two-in-ten (20%) live in a large city. A rougly equal percentage (18%) live in a rural area.

Ethnicity

Nine out of ten (90%) granddads in the survey sample are whites; 7% are black; 2% American Indian; 1% Hispanic or Mexican-American.

Granddads At A Glance

Age	%
33 - 49	11
50 - 59	28
60 - 65	23
66 - 69	15
70 +	23

Work	
Full-time job	47
Part-time job	7
Retired	46
Hourly wage earner	40
White-collar	26
Owns/Owned business	13
Self-employed professional	9
Farmers	7
High-level salaried executive or professional	5

Family	
Married	88
Widowed	5
Widowed and remarried	1
Separated or divorced	3
Divorced and remarried	2
Single	1
One child	11
Two children	30
Three children	24
Four children	15
Five children	9
Six children	4
Seven children	7

Education	
Some high school or less	41
High school/technical school graduate and some college	43
College graduates and post-graduates	16

	%
Place of Residence	
Large city	20
Small city	28
Small town or suburb	34
Rural area	18
Ethnicity	
White	90
Black	7
American Indian	2
Hispanic/Mexican American	1

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The Family Life of Today's Granddad

- Granddads show a deep involvement in family life: 60% say they see their grandchildren at least once a week; 27%, almost daily.

- Over half (58%) of granddads would like to see their grandchildren more often, including 32% who see them daily.

- Talking with grandchildren, having them stay over, buying them ice cream, are the three activities which granddads say they most enjoy with their grandchildren.

- 64% of granddads say they enjoy playing sports or other outdoor games with their grandchildren.

- A majority of granddads (58%) say that they rarely, if ever, disagree with the way their grandchildren are being raised.

- 85% say they are very content with their present home environment.

- 88% are married to their first and only wife.

- Today's granddads are not patriarchs of large families: 64% have three or fewer children.

- Age is not a significant factor in the quality of a granddad's relationship with his grandchildren.

Attitudes Towards America: Present, Past, and Future

- Granddads are critical about the behavior of youth today: 53% say that, compared to when they were young, youth today is somewhat to a lot less well behaved.

- Granddads' critical attitude is unrelated to their experiences with their grandchildren.

- Granddads who are less critical of today's youth tend to be more educated and relatively older then those who are critical. Blue-collar workers are more critical than non-blue-collar workers. Blacks are more critical than whites.

- Nearly half (49%) of granddads say that the quality of life declined in the '70's. This group tends to include those who read and watch television less frequently; those who report fair-to-poor health; those who are relatively less well-educated.

- 36% of granddads say that America experienced its most effective leadership during the 1940's; 21%, the 1930's; 20%, the 1950's.

Health and Fitness

- 66% of granddads report good-to-excellent health.

- 76% of those who work full-time report good-to-excellent health, compared to 57% of those who are retired.

- Age, marital status, weight-watching, and the amount of stress in the work environment have little or no significant relationship to a grandad's perceived health.

- 25% of granddads swim regularly; 24% go dancing regularly; 22% bicycle regularly; 18% engage regularly in calisthenics; 17% bowl regularly; 15% regularly play golf.

- 11% of all granddads like to disco.

- 58% of granddads drink alcoholic beverages. Their preferred drinks are beer, whiskey, wine, vodka, and gin -- in that order.

- There is no significant relationship between a granddads health and drinking habits; those who drink are just as healthy as those who do not drink.

Leisure Activities

- 65% of granddads say they like to travel in their leisure time; 50% say they travel more frequently than, or about the same as they did ten years ago.

- 91% watch television; 87% listen to music; 80% read for pleasure; 75% garden or work in the yard; 62% read in connection with their work; 56% play cards; 54% cook, 52% have hobbies.

- 72% of granddads say they like to listen to country and western music; 64%, popular; 50%, classical; 38%, jazz; 19%, rock or disco.

- 57% say they are very or somewhat active in community affairs.

- Only 3% belong to senior citizen groups.

- The healthier the granddad, the more educated, the more likely he is to have a hobby, volunteer, and be active in his community.

Three Types of Granddads

- 42% of granddads are "home-oriented"; they tend to be active with hobbies, gardening, and doing odd jobs around the house.

- "Home-oriented" granddads tend to have full-time, probably blue-collar jobs; live in rural and suburban areas; report lowest contentment with their home environment; are less physically active and culturally-oriented.

- 41.5% of granddads are "socially-oriented"; they tend to enjoy playing cards, travelling, and visiting with family and friends.

- "Socially-oriented" granddads are likely to be retired, or working part-time; like to watch television frequently; live in rural or suburban areas; read less than the other two groups.

- 16% of granddads are "achievement-oriented"; they enroll in education courses; engage in volunteer work, and are active in their community.

- "Achievement-oriented" granddads are likely to: report good-to-excellent health; be relatively better educated; be comparatively younger; work full-time; have high occupational status; live in urban areas; watch television relatively less frequently; report they are content at home; be involved in physical activities; read; be culturally-oriented.

CHAPTER ONE

THE FAMILY LIFE OF TODAY'S GRANDDAD

THE FAMILY LIFE OF TODAY'S GRANDDAD

America's granddads show an unquestionably strong degree of attachment to their families and a deep involvement in family life.

A fundamental component of family life, unique to grandparents, is their devotion to their grandchildren. This special relationship, leaping over a generation to bind old and young, can be regarded as a measure of the cohesion of the total family unit. It also suggests the degree to which the family's oldest members remain an integral part of that unit.

The responses provided by the present survey testify to the high degree of integration of granddads within the fabric of the family. In addition, these responses underscore the special quality of the granddad/grandchild relationship.

Granddads and Grandchildren

Granddads today report a rich and rewarding relationship with their own grandchildren. The essential ingredient in this relationship is contact, as expressed both in the amount of time grandfathers and grandchildren spend together, and in the most popular activities engaged in together.

- Visiting

Three-out-of-five (60%) granddads say they see their grandchildren at least once a week, with nearly half that many (27%) visiting with them

almost daily. An additional 13% see them at least once a month.

The frequency with which a granddad visits with his grandchildren is not significantly influenced by his age, his health, the number of grandchildren he has, the length of time he's been a granddad, whether or not he's employed or retired or the type of community in which he lives.

Granddads, who are more educated however, tend to spend less time with their grandchildren than those who are less educated.

Despite the surprising frequency of contact, granddads can't seem to get enough of their grandchildren's time. Over half (58%) would still like to see their grandchildren more often, including 32% of those who see them daily.

Not surprisingly, those who do not visit so frequently with their grandchildren are the most eager to visit with them more. One can assume therefore that lack of opportunity, rather than lack of interest or desire, is the barrier that keeps these two generations from spending even more time together.

° Activities with Grandchildren

The emphasis on contact between granddads and their grandchildren is evident in the ranking of activities that they enjoy doing together. Talking with grandchildren and having them sleep over are the most

universally enjoyed activities, irrespective of the age and health -- and most other demographic factors -- of the granddad. The more educated the granddad, the more likely he is to enjoy talking to his grandchildren.

The simple act of buying grandchildren ice cream appears as the third most popular activity of the nine asked. Granddads who enjoy doing this, furthermore, are likely to enjoy a great variety of other activities with them as well.

Nearly two-thirds (64%) of the granddads say they enjoy playing sports or other outdoor games with their grandchildren. Those who engage in such vigorous activity tend to report a good-to-excellent state of health. Age, however, does not seem to be a factor in whether or not a granddad will play sports with his grandchildren.

Telling stories, part of the standard repertory expected of the traditional granddad, is still enjoyed by over half of granddads today. There is also a strong connection between reading for one's own entertainment and telling stories to one's grandchildren. Those who tell stories to their grandchildren moreover, are also very likely to enjoy reading stories to them.

Over 60% of granddads indicate their active involvement with their grandchildren by saying they engage in at least six of the activities listed. The number of activities in which granddads engage is independent of their age, whether or not they're working or retired, and the number of

grandchildren they have.

The observation that granddads who enjoy sports or books on their own are likely to be the ones who share these interests with their grandchildren suggests that grandfathers feel they can be themselves with these youngsters. This conclusion is enforced by the fact that very few respondents admitted doing anything with their grandchildren that they did not enjoy. If a particular activity doesn't appeal to them, they simply don't do it. Granddad/grandchild relationships appear to be free from the sense of obligation that compels many people to engage in activities they really don't enjoy. Perhaps this freedom from obligation is the key to the special quality of this granddad/grandchild relationship.

Views of Upbringing

A majority of American granddads say that they rarely if ever disagree with the way their grandchildren are being brought up. And despite the myth of grandparent interference with childrearing, granddads do not seem to be eager to express their displeasure over their grandchildren's upbringing; only 29% say that they do so, while another 23% limit their interference to certain cases.

Granddads in the Larger Family Context

Granddads also reveal great attachment to the family network as a whole. A large majority (85%) say they are very content with their present home environment. This feeling is not significantly affected by age.

Eighty-eight percent (88%) of granddads are married to their first and only wife. Only 5% said they are divorced or separated, and half of those have remarried.

Seven-in-ten (71%) granddads prefer to do things outside their homes with other family members. An additional eighteen percent (18%) say they prefer to do things outside their homes with friends. Very few (3%) say they usually do things with senior citizens groups, and only 4% say they never go out at all. Clearly the sense of family cohesion is the overriding factor in their social activities outside the home as well as inside.

Another aspect of the grandfather myth relating to family size must also be laid to rest. Today's granddads are not patriarchs of large families as senior members of earlier generations could claim. Nearly two-thirds (64%) had three or less children, with two the most frequent number. Two-fifths (21%) had five or more.

Frequency Of Visits And Place Of Residence

Frequency Of Visits	Place Of Residence			
	Rural	Small Town	Small City	Large City
	%	%	%	%
At Least Once A Week	60	63	58	59
Less Than Once A Week	40	37	42	41
(Number of Respondents)	(90)	(174)	(145)	(99)
% of Total Sample	18	34	28	20

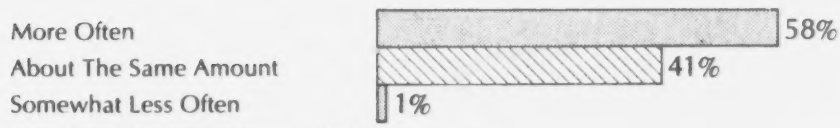
Gamma .04

Frequency Of Visits And Education

Frequency of Visits	Education		
	Less Than High School Graduate	High School or Technical School Graduate	Some College or More
	%	%	%
At Least Once A Week	69	64	45
Less Than Once A Week	31	36	55
(Number of Respondents)	(206)	(153)	(145)
% of Total Sample	41	30	29

Gamma .32

How Often Would You Like To See Your Grandchildren?



(Number of Respondents) (507)

Frequency Would Like To Visit And Frequency Of Visits

Frequency Would Like To Visit	Frequency Of Visit		
	Almost Daily	At Least Once A Week	Less Than Once A Week
	%	%	%
More Often	32	47	74
About The Same Amount Or Less	68	53	26
(Number of Respondents)	(137)	(166)	(203)
% of Total Sample	27	33	40

Gamma .54

Ranked Favorite Activities

Granddads Do With Grandchildren		Enjoy
		%
#1	Talking With Them	90
#2	Having Them Stay Over	82
#3	Buying Them Ice Cream	77
#4	Taking Them Out To Eat	70
#5	Playing Indoor Games	69
#6	Playing Sports With Them	64
#7	Telling Them Stories	53
#8	Reading Them Stories	47
#9	Cooking For Them	45

Enjoy Talking With Grandchildren And Education

Enjoy Talking With Grandchildren	Education		
	Less than High School Graduate	High School or Technical School Graduate	Some College or More
	%	%	%
Enjoy	95	89	87
Don't Do Or Don't Enjoy	5	11	13
(Number of Respondents)	(203)	(153)	(142)
% of Total Sample	41	31	29

Gamma .31

Playing Sports With Grandchildren And Age

Playing Sports With Grandchildren	Age			
	59 And Younger	60-65	66-69	70 And Over
	%	%	%	%
Enjoy	66	71	69	57
Don't Do Or Don't Enjoy	34	29	31	43
(Number of Respondents)	(197)	(115)	(77)	(115)
% of Total Sample	39	23	15	23

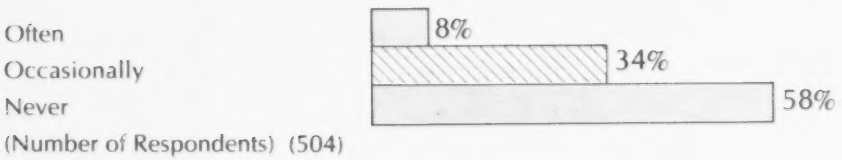
Gamma .08

Tell Stories To Grandchildren And General Reading

Tell Stories to Grandchildren	General Reading	
	No	Yes
	%	%
Enjoy	38	57
Don't Do Or Don't Enjoy	62	43
(Number of Respondents)	(102)	(402)
% of Total Sample	20	80

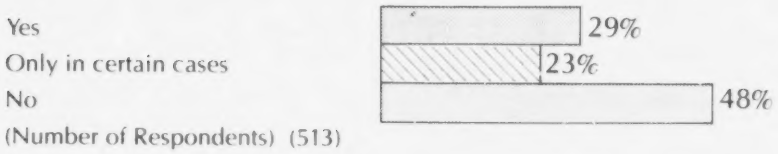
Gamma .37

Do You Ever Disagree With The Way Your Grandchildren Are Being Brought Up?

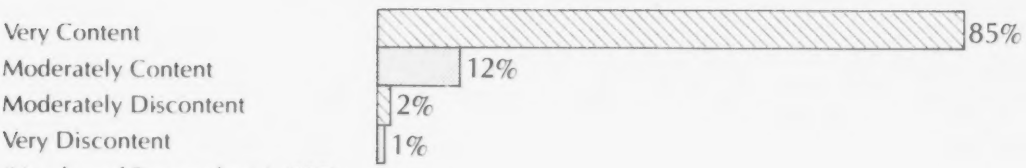


(Number of Respondents) (504)

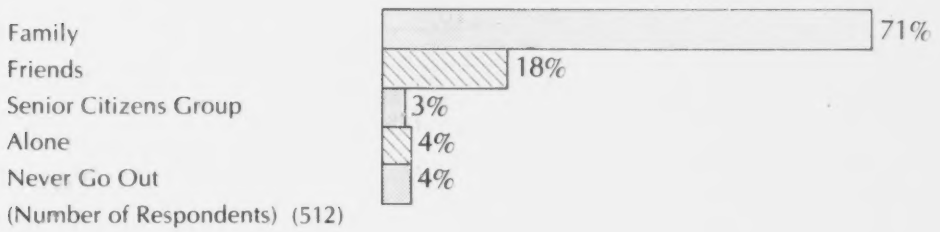
Do You Feel It's Your Place To Say Anything?



Content In Home Environment



With Whom Do You Usually Do Things Outside Your Home

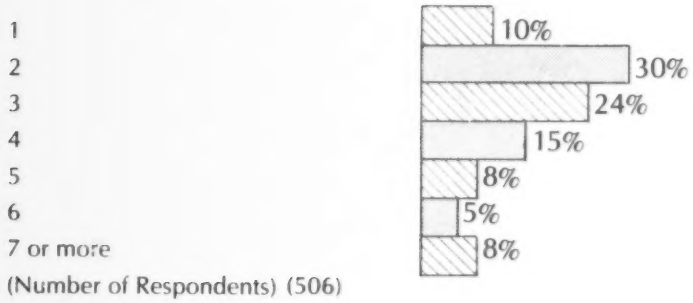


Companion For Going Out And Age

Companion	Age			
	59 And Under	60-65	66-69	70 And Over
	%	%	%	%
Family	78	73	73	57
Friends	14	19	19	21
Senior Citizen Groups	1	3	3	6
Alone	4	1	5	7
Never Go Out	3	4	0	9
(Number of Respondents)	(202)	(116)	(78)	(115)
% of Total Sample	40	23	15	22

Gamma .26

Number Of Children



(Number of Respondents) (506)

Number Of Grandchildren

(Number of Respondents) (513)

CHAPTER TWO

ATTITUDES TOWARDS AMERICA: PAST, PRESENT, AND FUTURE

ATTITUDES TOWARDS AMERICA: PRESENT, FAST, AND FUTURE

Youth Today

One of the striking findings of this study is that despite the fact that granddads enjoy an extremely close relationship with their grandchildren and feel they are being brought up properly (only 8% often disagree with the way their grandchildren are being raised), they are quite concerned about the behavior of youth today. When asked how they would evaluate the behavior of today's youth in comparison to the general behavior of youth when they themselves were young, just over half (53%) say that today's youth behave less well.

Granddad's critical attitude towards the youth of today is clearly unrelated to their experiences with their grandchildren. Those who have only occasional contact with their grandchildren, and therefore are exposed primarily to the "best behavior" reserved for occasional visits, describe the behavior of today's youth as worse than that of former times almost as frequently as those with frequent contact. The age of their grandchildren also makes virtually no difference. Whether they have grandchildren ten years old or under, in their teens or over twenty, just over half agree that today's youth behave less well than those of the past.

The critical assessment of the behavior of today's youth seems to be grounded partially in the personal characteristics of granddads -- their education, occupation status, age, and race. Those with higher levels of education are more sympathetic with today's youth. Similarly, current or

former hourly-wage earners describe today's youth as poorly behaved more often than those who are salaried or are self-employed professionals. In addition, today's young granddad, those under 60, tend to describe today's youth as poorly behaved more often than those over 60. Blacks tend to describe today's youth as less well-behaved more often than do whites.

One would expect that the negative assessment of today's youth would be influenced in part by the granddad's geographical location. Restless youth are commonly portrayed roaming the streets in urban locations, rather than in the suburban or rural areas. Our data indicates, though, that population density has little impact on granddads' perceptions of youth. Whether in large city, small city, suburb or rural area, roughly 53% of the granddads describe today's youth as less well-behaved than the youth of earlier decades.

Again one would expect the negative assessment of youth to be influenced by headlines describing youthful offenders in newspapers and magazines. News broadcasts and television programs focusing on youth who show no respect for the law would also be expected to influence the perception of today's youth. Neither assumption is supported by the data. Those who report that they spend time reading and watching television describe today's youth as less well-behaved than in former times no more frequently than those who say they neither read nor watch television.

Quality of Life in America During the Past and Projections for the Future

In the same way as many granddads are concerned about the behavior of youth today, many were dissatisfied with the quality of life in the 1970's. Forty-eight percent (48%) say that the quality of life declined in the '70's. Interestingly, those who read and watch television are less inclined to describe the last decade as one of decline than those who don't read and watch televison. Another factor influencing granddad's assessment of the past decade is their self-reported health. Those who describe themselves as in good-to-excellent health also describe the '70's as a decade of decline less frequently than those who say they are in poor health. It is entirely possible that those experiencing fair-to-poor health suffered this decline during the past decade. One's recent poor health could in part explain the influence of self-perceived health on one's assessment of the '70's.

Education also has some effect on granddad's assessment of the '70's. Those with less than a high school diploma describe the '70's as a period of decline somewhat more frequently than those with higher levels of education. Race too has a small impact on the way in which granddads describe the '70's. Fifty-nine percent (59%) of blacks consider the last decade a period of decline, whereas only 47% of the whites do so.

Current employment status -- whether a granddad is working or retired -- also has slight impact on the way granddads evaluate the '70's. Those who are working only part-time or who are retired describe the period as one of decline somewhat more frequently than do those working

full time. Similarly, those in the 66 to 69 age group, i.e., those immediately after the standard retirement age, seem to have become more critical: fifty-three percent (53%) describe the '70's as a period of decline, as opposed to only 44% of those in the 60 to 65 age group.

The granddads' location -- whether he lives in a rural area, a suburban area, a small city, or large city -- has no impact on his assessment of the '70's. The outcry heard so frequently in recent years about urban decay has apparently not been coming from the granddads of today.

Also, occupational status -- whether a granddad is (or was) an hourly wage-earner, a salaried white-collar worker, an owner of a business or a self-employed professional -- has little impact on his evaluation of the '70's. One might expect that during a period of rampant inflation, occupational status would significantly influence a worker's outlook. When asked, however, whether they expect the trend of the past decade to continue, most granddads (62%) say yes, regardless of whether they described the '70's as a period of decline or of improvement.

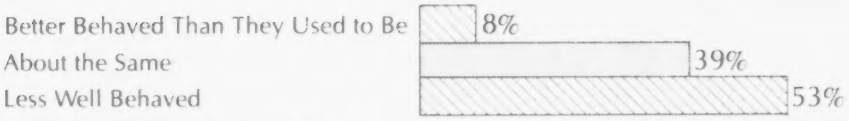
Leadership of the Past

If the '70's was a period of decline, in which decade did granddads think that America experienced its most effective leadership? Thirty-six percent (36%) choose the '40's (the World War II years); 21% choose the '30's (the Depression years). Evidently, this group admires the

leadership skills of Franklin D. Roosevelt in leading America through periods of economic and wartime crisis. Another 20% choose the '50's (the post-war boom period). The period chosen by the granddads as that of America's most effective leadership seems to be influenced strongly by age. Most of those under 60 selected the '40's and '50's -- when they were in their teens and twenties. Most of those in their 60's selected the '30's and '40's, the years when they were in their teens and twenties. Those 70 and over also selected the '30's and '40's.

Race also has an impact on granddad's evaluation of the decade of most effective leadership. Forty-three percent (43%) of the blacks choose the '60's and '70's, the years of civil rights progress and upward mobility for minorities. Only 19% of the whites choose the same years.

Compared To When I Was A Youth, Youth Today Is:



Behavior Of Youth Today And Frequency Of Visits With Grandchildren

Behavior Of Youth Today	Frequency Of Visits	
	Daily or Weekly	Monthly Or Less
	%	%
Same Or Better Behaved	44	50
Worse Behaved	56	50
(Number of Respondents)	(302)	(200)
% of Total Sample	60	40

Gamma .03

Behavior Of Youth Today And Age Of Oldest Grandchild

Behavior Of Youth Today Compared To My Youth	Age Of Grandchildren		
	10 Or Under	11-20	Over 20
	%	%	%
Same Or Better Behaved	46	46	48
Worse Behaved	54	54	52
(Number of Respondents)	(220)	(168)	(102)
% of Total Sample	45	34	21

Gamma .03

Behavior Of Youth Today And Education

Behavior Of Youth Today Compared To My Youth	Education		
	Less Than High School Graduate	High School or Technical School Graduate	Some College or More
	%	%	%
Same Or Better Behaved	39	50	55
Worse Behaved	61	50	45
(Number of Respondents)	(204)	(152)	(143)
% of Total Sample	41	30	29

Gamma .16

Behavior Of Youth Today And Occupational Status

Behavior Of Youth Today Compared To My Youth	Occupational Status		
	Hourly Wage	Salaried White-Collar	Owner Or Professional
	%	%	%
Same Or Better Behaved	39	49	53
Worse Behaved	61	51	47
(Number of Respondents)	(203)	(127)	(134)
% of Total Sample	44	27	29

Gamma .15

Behavior Of Youth Today And Age

Behavior Of Youth Today Compared To My Youth	Age			
	33-59	60-65	66-69	70-92
	%	%	%	%
Same Or Better Behaved	42	49	47	51
Worse Behaved	58	51	53	49
(Number of Respondents)	(199)	(113)	(78)	(113)
% of Total Sample	40	22	15	23

Gamma .10

Behavior Of Youth Today And Race

Behavior Of Youth Today Compared To My Youth	Race		
	White	Black	Other
	%	%	%
Same Or Better Behaved	48	32	46
Worse Behaved	52	68	54
(Number of Respondents)	(452)	(37)	(13)
% of Total Sample	90	7	3

Gamma .20

Behavior Of Youth Today And Place Of Residence

Behavior Of Youth Today Compared To My Youth	Place Of Residence			
	Rural	Small Town/ Suburb	Small City	Large City
	%	%	%	%
Same Or Better Behaved	48	45	48	47
Worse Behaved	52	55	52	53
(Number of Respondents)	(88)	(174)	(142)	(98)
% of Total Sample	17	35	28	20

Gamma .02

Behavior Of Youth Today And General Reading

Behavior Of Youth Today Compared To My Youth	General Reading	
	Yes	No
	%	%
Same Or Better Behaved	47	43
Worse Behaved	53	57
(Number of Respondents)	(404)	(99)
% of Total Sample	80	20

Gamma .09

Behavior Of Youth Today And TV Watching

Behavior Of Youth Today Compared To My Youth	TV Watching	
	Yes	No
	%	%
Same Or Better Behaved	47	43
Worse Behaved	53	57
(Number of Respondents)	(458)	(44)
% of Total Sample	91	9

Gamma .08

In Your Opinion, Has The Quality Of American Life Generally Improved Or Declined Since 1970

Quality Of Life And General Reading

Quality Of Life	General Reading	
	No	Yes
	%	%
Improved or Same	43	55
Declined	57	45
(Number of Respondents)	(97)	(400)
% of Total Sample	20	80

Gamma .23

Quality Of Life And Watching Television

Quality Of Life	Watching Television	
	No	Yes
	%	%
Improved or Same	42	54
Declined	58	46
(Number of Respondents)	(45)	(451)
% of Total Sample	9	91
Gamma .13		

Quality Of Life And Status Of Health

Quality Of Life	Health	
	Fair To Good	Good To Excellent
	%	%
Improved or Same	45	57
Declined	55	43
(Number of Respondents)	(166)	(332)
% of Total Sample	33	67
Gamma .19		

Quality Of Life And Education

Quality Of Life	Education		
	Less Than High School Diploma	High School Diploma	Some College or More
	%	%	%
Improved or Same	47	57	55
Declined	53	43	45
(Number of Respondents)	(198)	(152)	(142)
% of Total Sample	40	31	29

Gamma .13

Quality Of Life And Race

Quality Of Life	Racial Background	
	White	Black
	%	%
Improved or Same	53	41
Declined	47	59
(Number of Respondents)	(450)	(34)
% of Total Sample	91	7

Gamma .06

Quality Of Life And Employment

Quality Of Life	Employment Status	
	Part-Time & Retired	Full-Time
	%	%
Improved Or Same	48	58
Declined	52	42
(Number of Respondents)	(262)	(231)
% of Total Sample	47	53

Gamma .08

Quality Of American Life And Age

Quality Of Life	Age			
	59 And Under	60-65	66-69	70 And Over
	%	%	%	%
Improved Or Same	54	56	47	51
Declined	46	44	53	49
(Number of Respondents)	(195)	(113)	(78)	(111)
% of Total Sample	39	23	16	22

Gamma .01

Quality Of Life And Place Of Residence

Quality Of Life	Place Of Residence			
	Rural	Small Town / Suburb	Small City	Large City
	%	%	%	%
Improved Or Same	56	50	55	53
Declined	44	50	45	47
(Number of Respondents)	(96)	(142)	(172)	(86)
% of Total Sample	19	29	35	17

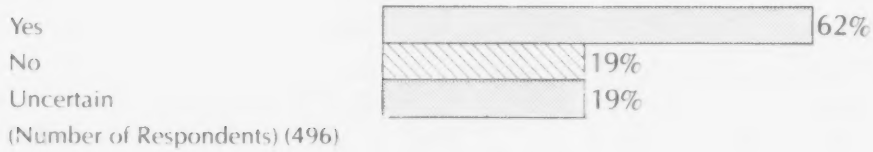
Gamma .01

Quality Of Life And Occupational Status

Quality Of Life	Occupational Status		
	Hourly Wage	Salaried White Collar	Owner / Professional
	%	%	%
Improved Or Same	52	54	49
Declined	48	46	51
(Number of Respondents)	(199)	(126)	(135)
% of Total Sample	43	28	29

Gamma .03

Do You Expect The Change To Continue?



(Number of Respondents) (496)

Expect Continued Change And Quality Of Life

Expect Continued Change	Quality Of Life	
	Declined	Improve or Same
	%	%
Yes	61	62
No Or Uncertain	39	38
(Number of Respondents)	(230)	(234)
% of Total Sample	50	50

Gamma .01

In Your Opinion, During What Decade Did America Enjoy Its Most Effective Leadership

	%
1910-19	1
1920-29	3
1930-39	21
1940-49	36
1950-59	20
1960-69	12
1970-79	7
(Number of Respondents)	(440)
% of Total Sample	100

Preferred Leadership Decade And Age

Preferred Decade	Age			
	59 And Under	60-65	66-69	70 And Over
	%	%	%	%
1910-1919	0	0	1	1
1920-1929	1	1	0	9
1930-1939	12	23	38	26
1940-1949	40	34	35	30
1950-1959	22	21	16	16
1960-1969	15	12	6	12
1970-1979	10	9	4	6
(Number of Respondents)	(179)	(106)	(69)	(86)
% of Total Sample	41	24	16	19

Gamma .24

Preferred Leadership Decade And Race

Preferred Decade	Race	
	White	Black
	%	%
1910-1919	0	0
1920-1929	3	3
1930-1939	21	17
1940-1949	37	20
1950-1959	20	17
1960-1969	11	30
1970-1979	8	13
(Number of Respondents)	(397)	(30)
% of Total Sample *	90	7

Gamma .22

* The missing 3 percent of the sample represents non-black minorities.

CHAPTER THREE

HEALTH AND FITNESS

HEALTH AND FITNESS

During the past decade-and-a-half, Americans in general have become increasingly aware of the importance of fitness and health. In keeping with their own generally active and vigorous outlook, American granddads today are completely in step with this relatively new trend. The image of the pipe-smoking grandpa sitting on the back porch in his rocker, happily watching the young folks playing on the lawn, seems now completely outmoded. Granddads today generally are a healthy group, and like to engage in a whole range of sports and physical activities that the mythical old grandpa figure of popular imagination was merely content to watch.

Health

American granddads today seem, in the main, to be quite a healthy group, with two-thirds (66%) reporting good-to-excellent health.

Whether a granddad is working full-time, part-time, or is retired, is related to his reported state of health, as is his educational background.

More than three-quarters (76%) of granddads who are working full-time report good-to-excellent health, compared to 59% of those working part-time, and 57% of those who are retired. Clearly, one's state of health is associated with whether or not one is working or retired. This relationship might also be explained, however, by the fact that those granddads who are working full-time are younger than those who are working part-time or who are retired. Or perhaps those who are working full-time

are more stimulated by their work -- and therefore feel healthier -- than those who work only part-time or who are retired.

The time when a granddad plans to retire, moreover, is clearly related to his reported state of health. State of health will influence retirement plans, and vice-versa. Those who say they expect to retire within the year report good-to-excellent health in smaller percentages (54%) than those who say they plan to retire in two-to-four years (73%), five-to-six years (78%), seven or more years (79%) -- or who never plan to retire at all (74%).

Education is also related to a granddad's perceived state of health. The higher the degree of formal schooling he has completed, the greater the likelihood that he will report good-to-excellent health.

Granddads who spend some of their leisure time taking additional education courses also tend to report good-to-excellent health. A majority (78%) of those engaged in continuing education report good-to-excellent health, compared to 64% who are not taking additional courses.

One might explain the positive relationship between education and perceived health by suggesting that the better educated a granddad, the more likely he is to know about and be sensitive to proper nutrition, daily exercise, and preventive medical care.

Granddads who report good-to-excellent health tend to be generally satisfied with themselves. They express this general satisfaction by being

active in the community, by engaging in volunteer work and by playing sports with their grandchildren.

The majority (92%) of those whose reported health is good-to-excellent say that, thinking about the way they feel about themselves generally, they are satisfied with themselves all the time, compared to 70% of those who report poor health.

Nearly two-thirds (63%) of granddads who report good-to-excellent health say they are active in their local communities, compared to a minority (42%) of those who report fair-to-poor health. Two-fifths (40%) of granddads whose reported health is good-to-excellent also engage in volunteer work, compared to 28% of those who report their health as fair-to-poor.

Finally, seven out of ten (70%) granddads who report good-to-excellent health say they very much enjoy playing sports with their grandchildren compared to 57% of those who report their health as fair-to-poor.

There are a number of factors which, perhaps surprisingly, have no significant effect on granddads' state of reported health. A granddad's age has little significant relationship to his health. Whether a granddad is married, widowed, single, or divorced, has scarcely any effect on his perceived health. Whether or not he watches his weight seems to have hardly any effect on how healthy he reports himself to be. The amount of stress in his work environment is scarcely related to his perceived health.

Finally, whether or not a granddad drinks alcoholic beverages has little significant relationship to his state of reported health.

Activities

Granddads today maintain their health by engaging in a wide range of physical activities, from walking to yoga, with 73% doing the former and 1% the latter.

Apart from walking, the most popular forms of regular exercise for granddads are swimming, dancing, bicycling, calisthenics, bowling, and golfing -- not, as the popular myth would have it, shuffleboard: only 8% say they play shuffleboard regularly.

Swimming

One in four (25%) granddads say they swim regularly. The majority (77%) of swimmers report good-to-excellent health.

Swimming granddads tend to be comparatively better-educated than those who are not swimmers: nearly two-fifths (39%) of those who swim regularly are college graduates, compared to 25% of college graduates who do not swim.

Swimmers also tend to be comparatively younger: 45% are under 59 years of age; 30%, between 60 and 65; 10% between 66 and 69, and 15% over 70 years of age.

Swimming granddads appear to be a rather culture-oriented group: a majority (86%) like to read in their leisure time; 91% like to listen to music.

° Dancing

Nearly one-in-four grandads (24%) say they go dancing on a regular basis.

With regard to the kinds of dancing they prefer, more than half (54%) of all granddads say they enjoy ballroom dancing. More than one-third (37%) say they like square dancing or folk dancing. A small but apparently vigorous minority of all granddads (11%) say they like to get down and boogie to disco.

Majorities of dancing granddads report good-to-excellent health (79%), and have full-time jobs (58%).

There is no relationship among granddads today between age and dancing: older granddads are just as likely as younger granddads to be dancers.

° Bicycling

More than one-in-five (22%) granddads say they bicycle regularly. The majority (78%) of bicycling granddads say they enjoy good-to-excellent health.

Bicycling granddads tend to be comparatively younger: 50%

of those who bicycle regularly are 59 years old or younger, 25% are between 60 and 65, 11% are between 66 and 69, 15% are 70 years of age and above.

Bicycling granddads tend to be better educated than those who do not bicycle: 36% of those who bicycle regularly are college graduates, compared to 27% who are college graduates and do not bicycle.

More granddads who bicycle regularly have full-time jobs (56%), than those who bicycle regularly and have part-time jobs or are retired (44%).

° Calisthenics

Nearly one-in-five (18%) granddads say they engage regularly in calisthenics. Of this group, 76% report good-to-excellent health.

Granddads who regularly engage in calisthenics tend to be comparatively better educated than those who do not: half (50%) have college degrees, while about one-quarter (24%) who do not do calisthenics have college degrees.

Granddads who do calisthenics tend to be a culture-oriented group, as are those who swim: 92% listen to music, 88% like to read in their leisure time, and 51% visit museums.

° Bowling

Bowlers number 17% of all granddads. A majority (83%) of

bowling granddads report good-to-excellent health.

Like swimmers and calisthenics enthusiasts, a majority (54%) of bowling granddads like to visit museums in their leisure time, and 91% like to listen to music.

° Golf

Golfers account for 15% of all granddads, with 81% of golfing granddads reporting good-to-excellent health.

More golfing granddads have college degrees (45%) than those who do not golf (26%).

Golfers also tend to be retired or have part-time jobs in greater numbers (67%) than golfers who work full-time (33%). They also tend to listen to music (93%) and read in their leisure time (89%).

Drinking Habits

As has been already mentioned, there is no significant relationship among granddads between health and drinking alcoholic beverages: those who are drinkers are as likely to be as healthy as those who are non-drinkers.

The majority of granddads (58%) say they drink alcoholic beverages. About two-fifths (39%) say they have less than one drink, on the average, per day. Almost one-fifth (14%) have one-to-two drinks per day; 17% have more than two drinks per day.

Beer-drinkers account for 36% of all granddads. Those who drink whiskey number 32%. About one-in-five (21%) drink wine; about one-in-ten (11%) drink vodka; nearly one-in-ten (9%) drink gin.

Health Status

Health Status And Working

Health	Work		
	Full-Time	Part-Time	Retired
	%	%	%
Good To Excellent	76	59	57
Fair To Poor	24	41	43
(Number of Respondents)	(238)	(34)	(235)
% of Total Sample	47	7	46

Gamma .36

State Of Health And Retirement Plans

Health	Retirement Expectations					
	Already Retired	Within the Year	2 to 4 Years	5 to 6 Years	7 or More Years	Never
	%	%	%	%	%	%
Good To Excellent	56	54	73	78	79	74
Fair To Poor	44	46	27	22	21	26
(Number of Respondents)	(225)	(24)	(37)	(32)	(85)	(91)
% of Total Sample	45	5	8	7	17	18

Gamma .23

Health Status And Education

Health	Education		
	Less Than High School Graduate	High School Or Technical School Graduate	Some College Or More
	%	%	%
Good To Excellent	53	71	79
Fair To Poor	47	29	21
(Number of Respondents)	(207)	(154)	(145)
% of Total Sample	40	31	29

Gamma .30

State Of Health And Continuing Education

Health	Continuing Education	
	Taking Courses	Not Taking Courses
	%	%
Good To Excellent	78	64
Fair To Poor	22	36
(Number of Respondents)	(86)	(424)
% of Total Sample	17	83

Gamma .25

Self-Satisfaction And State Of Health

Self-Satisfaction	Health			
	Excellent	Good	Fair	Poor
	%	%	%	%
Always Or Most Of The Time	92	92	84	70
Sometimes Or Rarely	8	8	16	30
(Number of Respondents)	(141)	(192)	(126)	(44)
% of Total Sample	28	38	25	9

Gamma .20

Community Activity And State Of Health

Community Activity	Health	
	Good To Excellent	Fair To Poor
	%	%
Community Activity	63	42
Not Active In Community	37	58
(Number of Respondents)	(338)	(173)
% of Total Sample	66	34

Gamma .39

Volunteer Work And State Of Health

Volunteer Work	Health	
	Good To Excellent	Fair To Poor
	%	%
Volunteer	40	28
Do Not Volunteer	60	72
(Number of Respondents)	(338)	(173)
% of Total Sample	66	34

Gamma .27

Playing Sports With Grandchildren And State Of Health

Playing Sports	Health	
	Good To Excellent	Fair To Poor
	%	%
Play Sports	70	57
Never Play Sports	30	43
(Number of Respondents)	(333)	(173)
% of Total Sample	66	34

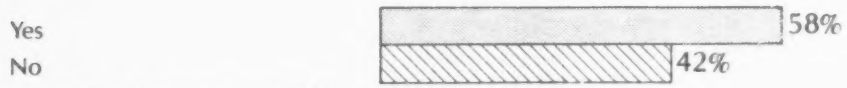
Gamma .26

Ranked Health Habits Of Granddads

			%
#	1	Walking	73
	2	Swimming	25
	3	Dancing	24
	4	Bicycling	22
	5	Softball	18
	6	Calisthetics	18
	7	Bowling	17
	8	Golf	15
	9	Basketball	11
	10	Jogging	8
	11	Shuffle Board	8
	12	Horseback Riding	7
	13	Weight Lifting	7
	14	Tennis	5
	15	Roller Skating	5
	16	Gymnastics	4
	17	Ice Skating	4
	18	Handball	4
	19	Squash	2
	20	Judo/Karate	2
	21	Yoga	1
(Number of Respondents)			(513)

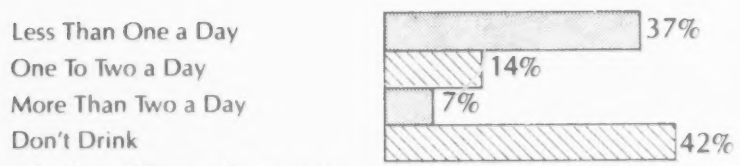
(Total exceeds 100% because respondents may do more than one activity.)

Do You Drink Alcoholic Beverages



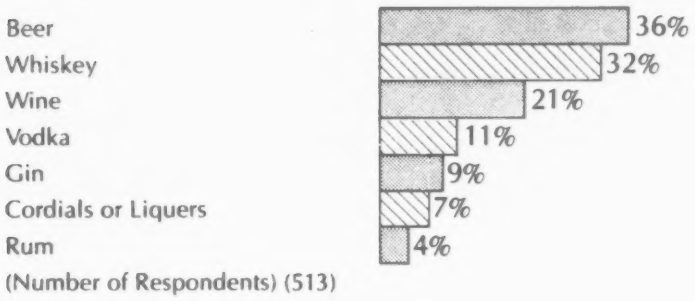
(Number of Respondents) (506)

How Many Drinks Do You Average A Week



(Number of Respondents) (495)

Ranked Drinking Preferences



(Number of Respondents) (513)

(Total exceeds 100% because some respondents drink more than one type of alcoholic beverage.)

LEISURE ACTIVITIES

Granddads are remarkably homogeneous when it comes to how they spend their leisure time. Neither age nor geographical location seems to affect the identity and frequency of their leisure activities.

Granddads of all ages, for example, like to travel. Two-thirds (65%) list traveling as a leisure activity, and half (51%) say they travel more frequently than, or about the same, as they did ten years ago. Only 3% say that they never travel. Not surprisingly, the healthier the granddad, the more likely he is to travel.

Consistent with the major finding that grandchildren are extremely important in the lives of granddads, is the fact that family and friends also provide a focus for the leisure time of granddads. Eighty-seven percent say that they participate in activities outside of their home with family and/or friends.

Granddads engage in a variety of specific leisure activities within the confines of their own home. Ninety-one percent (91%) watch television, 87% listen to music, 80% read for pleasure, 75% garden or work in the yard, 38% read in connection with their employment, 56% play cards, 54% cook, and 52% have hobbies. Smaller minorities play and/or sing music (24%), write (22%), and paint (11%). In addition, many grandparents participate in activities outside of the home. Three-in-five (63%) have been to a live sporting or cultural event at least once within the past year. Almost one-in-three (29%) go to the movies and almost two-of-five (38%) visit

museums and participate in volunteer work. Seventeen percent are enrolled in academic courses.

It is interesting to note that almost as many granddads listen to music as watch television (87% to 91%). By a fairly large margin, country and western is the most popular type of music among granddads. Almost three of every four granddads (72%) say that they like to listen to country and western music, while 64% enjoy popular music, 50% classical, 38% jazz, and only 19% rock or disco.

Musical preference is determined by age only to a limited degree. Younger granddads are more likely to enjoy rock, disco, and country music, but age has no effect on the preference of granddads for popular, jazz or classical music.

Because they are so deeply involved with their families and with other, more personal activities, granddads do not feel the need to participate in organized social organizations. Only 3% say that they belong to senior citizen groups. Granddads do, however, consider themselves to be active in community affairs. Fifty-seven percent say that they are either very (16%) or somewhat (41%) active.

Although the vast majority of granddads are relatively outgoing and enjoy a wide selection of leisure activities, there is a small minority who participate in virtually no leisure activities. Four percent (4%), for example, representing over 440,000 American grandfathers, say that they <u>never</u>

engage in any activity outside of the home. More than a third (37%) never attend a live sporting or cultural performance. More than seven out of every ten granddads never go to the movies, and six out of ten (62%) do not visit museums. Furthermore, a large plurality (46%), of granddads travel less frequently than they did ten years ago.

These findings seem to suggest that the sedentary, stay-at-home granddad, while in the minority, does indeed exist.

Although most demographic data does not significantly effect the leisure activities of granddads, education seems to be an exception to the rule. In general, the higher the level of education attained, the more the granddads participate in leisure activities.

While it is true that a granddad's age and his place of residence, as well as other demographic factors, do not in themselves determine how he spends his leisure time, there are three indications that do significantly relate to a grandad's leisure time: whether or not he has a hobby, whether he volunteers his time, and whether he participates in his community. Granddads who have hobbies lead lives that are much more active than those who do not have hobbies. Hobby-oriented granddads are more likely to listen to music, visit museums, read both for pleasure and for work, participate in sports and exercise. More than any other kind of activity, a hobby is something in which one chooses to engage. It stands to reason, therefore, that those granddads with the initiative, discipline and interest necessary to participate in a hobby would also show interest in a variety of other activities.

The other factor that determines a high degree of leisure activities is whether or not a granddad is active in his community. Perhaps solely by definition, those granddads who engage in specific leisure activities respond in the affirmative when asked about the general category of "community activity." Those who say that they are active in their community, are more likely to listen to music (57%), visit museums (67%), read (60%), swim (66%), bicycle (65%), dance (51%), golf (71%) and bowl (64%).

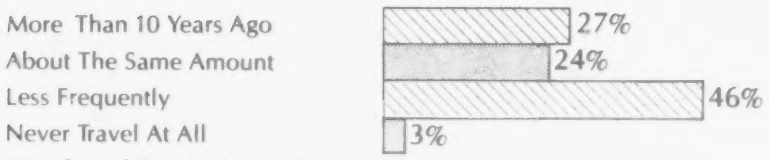
The one variable that suggests a low degree of leisure activity is whether or not a granddad participates in volunteer work. Clearly, volunteers do not also have time for other leisure activities. They are less likely to listen to music (38%), visit museums (50%), read (41%), or exercise. It is interesting that the general category of "community activity" has the opposite effect of the specific category of "volunteer work."

It is interesting to note these three indicators -- having a hobby, volunteerism, and being active in the community -- all are also positively related to a granddads health and educational attainment. The healthier the granddad, and the more educated, the more likely he is to have a hobby, volunteer and be active in his community.

Furthermore, those who live in a more rural environment are more likely to engage in volunteer and community activities: 42% of those who live in rural environments engage in volunteer activities, compared to 26%

of those who live in large cities; 66% of those who live in rural environments engage in community activities compared to 50% of those who live in large cities. Size of city has no effect on a grandfather's tendency to have a hobby.

How Much Do You Now Travel Compared To Ten Years Ago?



Ranked Leisure Activities

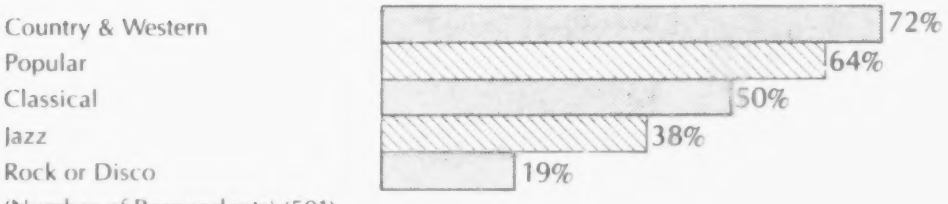
		%
# 1	Watching TV	91
2	Listening To Music	87
3	Visiting Family/Friends	87
4	Odd Jobs Around House	86
5	General Reading	80
6	Going Shopping	78
7	Gardening	75
8	Traveling	65
9	Playing Cards	56
10	Cooking	54
11	Hobby	52
12	Visiting Museums	38
13	Reading In Connection With Work	38
14	Volunteer Work	36
15	Going To A Movie	29
16	Playing/Singing Music	25
17	Writing	22
18	Taking Educational Courses	17
19	Painting	11
(Number of Respondents)		(513)

(Total exceeds 100% because respondents may do more than one activity.)

How Often Have You Been To A Live Sporting Event, Or Performance In The Past Year?

(Number of Respondents) (513)

Which Of The Following Types Of Music Do You Listen To?



(Number of Respondents) (501)

(Total exceeds 100% because respondents may listen to more than one type of music.)

Selected Leisure Activities And Education

Leisure Activities	Education		
Which Of The Following Leisure Time Activities Do You Do?	Less Than High School Graduate	High School or Technical School Graduate	Some College or More
	%	%	%
Listening To Music	86	83	92
Visiting Museums	33	34	50
General Reading	69	84	92
Swimming	16	28	34
Bicycling	16	25	28
Dancing	16	29	29
Golf	8	16	23
Bowling	14	23	16
Watching TV	93	90	89
Hobby	45	49	67
Volunteer Work	29	33	50
Active In Community	48	56	70
(Number of Respondents)	(207)	(154)	(145)
% of Total Sample	41	30	29

Selected Leisure Activities And Age

Leisure Activities	Age			
Which Of The Following Leisure Time Activities Do You Do?	33-59	60-65	66-69	70-92
	%	%	%	%
Listening To Music Gamma .12	89	87	86	84
Visiting Museums Gamma .18	44	38	33	30
General Reading Gamma .08	78	84	76	84
Swimming Gamma .21	29	33	17	16
Bicycling Gamma .25	27	24	15	14
Dancing Gamma .15	26	29	22	16
Golf Gamma .09	12	15	22	14
Bowling Gamma .19	21	16	23	8
Watching TV Gamma .14	91	87	94	95
Hobby Gamma .16	58	49	60	41
Volunteer Work Gamma .10	38	38	38	29
Active In Community Gamma .07	59	57	60	51
(Number of Respondents)	(202)	(115)	(78)	(115)
% of Total Sample	40	23	15	22

Selected Leisure Activities And Place Of Residence

Leisure Activities	Place Of Residence			
Which Of The Following Leisure Time Activities Do You Do?	Rural	Small Town/ Suburb	Small City	Large City
	%	%	%	%
Listening To Music	85	86	85	95
Visiting Museums	42	37	34	42
General Reading	81	80	79	80
Swimming	26	31	19	21
Bicycling	24	20	21	23
Dancing	20	26	28	17
Golf	6	15	17	18
Bowling	15	17	19	17
Watching TV	91	92	89	92
Hobby	54	51	55	50
Volunteer Work	42	33	43	26
Active In Community	66	57	55	50
(Number of Respondents)	(91)	(175)	(145)	(99)
% of Total Sample	18	34	28	20

Hobby And Other Leisure Activities

Have Hobby	Other Leisure Activities				
	Listening To Music	Visiting Museums	General Reading	Reading For Work	Swimming
	%	%	%	%	%
Yes	53	60	56	64	66
No	47	40	44	36	34
(Number of Respondents)	(444)	(198)	(409)	(193)	(128)
% of Total Sample	87	38	80	38	25
Gamma	.12	.23	.38	.35	.35

	Bicycling	Dancing	Golf	Bowling	Watching TV
	%	%	%	%	%
Yes	64	63	69	68	53
No	36	37	31	32	47
(Number of Respondents)	(110)	(121)	(75)	(89)	(464)
% of Total Sample	22	24	15	18	91
Gamma	.28	.27	.39	.39	.17

Volunteer Work And Leisure Activities

Volunteer Work	Leisure Activities				
	Listening To Music	Visiting Museums	General Reading	Reading For Work	Swimming
	%	%	%	%	%
Yes	38	50	41	48	41
No	62	50	59	52	59
(Number of Respondents)	(445)	(194)	(410)	(193)	(128)
% of Total Sample	87	38	80	38	25
Gamma	.35	.45	.54	.39	.15

	Bicycling	Dancing	Golf	Bowling	Watching TV
	%	%	%	%	%
Yes	46	44	55	48	36
No	54	56	45	52	64
(Number of Respondents)	(110)	(121)	(25)	(89)	(465)
% of Total Sample	22	24	15	18	91
Gamma	.27	.21	.43	.30	.00

Active In Community And Leisure Activities

Community	Leisure Activities				
	Listening To Music	Visiting Museums	General Reading	Reading For Work	Swimming
	%	%	%	%	%
Yes	57	67	60	68	66
No	43	33	40	32	34
(Number of Respondents)	(445)	(194)	(410)	(193)	(128)
% of Total Sample	87	38	80	38	25
Gamma	.06	.31	.30	.38	.23

	Bicycling	Dancing	Golf	Bowling	Watching TV
	%	%	%	%	%
Yes	65	51	71	64	57
No	35	49	29	36	43
(Number of Respondents)	(110)	(121)	(75)	(89)	(465)
% of Total Sample	22	24	15	18	91
Gamma	.18	.16	.24	.18	.11

CHAPTER FIVE

THREE TYPES OF GRANDDADS

THREE TYPES OF GRANDDADS

The present study has discovered that granddads who enjoy their family privileges and responsibilities are youthful, are physically active, and engage in a variety of leisure activities.

But some activities or groups of activities may be different from others. Can one divide granddads into different categories, according to their most preferred kind of activitiy? And why are granddads from some backgrounds more likely to belong to one category than to another?

Method

The present analysis identified nine factors as representing those activities granddads engaged in most frequently. Analysis also revealed that these factors formed three distinct clusters. The clusters, and the factors that define them, can be described as follows:

Home-Oriented

- Active with Hobbies
- Active with Gardening
- Active in Odd Jobs Around the House

Socially-Oriented

- Likes to Play Cards
- Likes to Travel
- Likes to Visit Family and Friends

Achievement-Oriented

Enrolls in Educational Courses

Engages in Volunteer Work

Is Active in His Community

For purposes of analysis, three factors in each cluster were combined in such a way that a respondent received a single "score" in each cluster. For example, concerning Home-orientation, those who were active in none of the three categories of hobbies, gardening, and odd jobs received a score of "zero" for Home-orientation. Those who were active in at least one activitiy made a score of one; two activities, two; and for three activities, the maximum score of three. In adding activities together, each activity was given equal weight.

To determine the number of respondents who were most likely to be home-oriented, our analysis selected all of those who made a score of 3, the maximum, and labeled them "Home-oriented." Using this procedure, 42% of the sample was defined as "Home-oriented." Similar calculations were made for each of the other two clusters, selecting the highest score of 3 for those considered "Socially-oriented," and the scores of either 2 or 3 for those considered "Achievement-oriented."

Respondents were thereby found to belong to the three categories in the following proportions: "Home-oriented," 42%; "Socially-oriented," 42%; "Achievement-oriented," 16%. Our analysis revealed that all respondents belong to one of these three categories, with a margin

of error no greater than 1%. That is, there is only about one chance out of a hundred that a respondent will fail to fit into one of the selected categories.

The Special Characteristics of Those with Home, Social, and Achievement Orientations

What kinds of granddads belong to each group? The following chart describing the three Activity Profiles of granddads illustrates similarities and differences among the three groups.

The home-oriented and socially-oriented are similar in many ways, including: education, age, rural or suburban location, physical activities, and levels of cultural interest. Some interesting differences among the three groups emerge, however. The chief characteristics of each grandfather type can be described as follows.

Home-Oriented

- Most work full-time, similar to the Achievement-oriented
- Most have relatively low occupational status
- Most live in rural and suburban areas
- Most report lowest contentment with home environment
- Most say that they are less physically active than the Achievement-oriented
- Most say they read less than the Achievement-oriented
- Most visit museums less than the Achievement-oriented

Socially-Oriented

- Most are likely to be retired or working part-time
- Most are frequent television watchers
- Most live in rural or suburban areas
- Most read somewhat less than the other two groups

Achievement-Oriented

- Most report best state of health
- Most are better educated
- Most are comparatively younger
- They include the highest percentage with full-time employment
- Report the highest occupational status
- Most live in large or small cities
- Report the lowest percent TV watching
- Most report that they are content at home
- Most are involved in physical activities
- Most are avid readers
- Most indicate cultural concerns, listening to music and visiting museums

It is striking that the three types of granddads are found across all age categories, even though achievers are somewhat younger. Reported health is quite similar for all groups, as are physical activities. There are few racial differences or differences in patterns of television watching. And there are few differences in overall contentment with home environment. Finally, although the achievement-oriented are found somewhat more often in urban areas than elsewhere, granddads of each orientation tend to be concentrated in small towns and suburbs. Considering all the differences one might expect, granddads display a large array of similar characteristics, no matter the activity category to which they belong.

Activity Profiles Of Granddads

	Home Oriented	Socially Oriented	Achievement Oriented
Age	%	%	%
33-59	44	40	51
60-65	22	27	18
66-69	19	17	11
70-92	15	16	20
Gamma	.16	.06	.17
Education			
Less Than High School Graduate	35	33	18
High School Or Technical School Graduage	30	30	27
Some College Or More	35	37	55
Gamma	.21	.27	.55
Work Status			
Full-Time	53	47	57
Part-Time Or Retired	47	53	43
Gamma	.21	.02	.24
Occupational Status			
Hourly Wage	39	31	21
Salaried White-Collar	31	32	30
Owner: Professional	30	37	49
Gamma	.02	.20	.38
City Size			
Large City	19	16	18
Small City	28	31	37
Suburb	34	35	32
Rural	19	18	13
Gamma	.04	.07	.10

Activity Profiles Of Granddads

	Home Oriented	Socially Oriented	Achievement Oriented
	%	%	%
Health			
Good	76	72	80
Fair	24	28	20
Gamma	.39	.21	.40
Physical Activities			
Swimming	34	31	36
Gamma	.41	.25	.32
Dancing	31	31	36
Gamma	.32	.34	.37
Golf	20	21	24
Gamma	.35	.42	.35
Bowling	25	26	29
Gamma	.43	.47	.38
Bicycling	28	26	32
Gamma	.33	.21	.32
Cultural Activities			
Listening To Music	91	91	94
Gamma	.28	.27	.46
Visiting Museums	42	47	62
Gamma	.16	.30	.54
General Reading	46	44	64
Gamma	.33	.21	.72
Reading For Work	46	44	64
Gamma	.31	.22	.58

Activity Profiles Of Granddads

	Home Oriented	Socially Oriented	Achievement Oriented
	%	%	%
Race			
White	90	93	88
Black	7	5	7
Other	3	2	5
Gamma	.00	.26	.13
Media			
TV Watching	93	95	91
Gamma	.20	.45	.04
Content In Home Environment	85	89	91
Gamma	.01	.22	.29
(Number of Respondents)	(215)	(212)	(85)
% of Total Sample	42	42	16

APPENDIX

Methodology

The questionnaire for the study on grandfathers was pre-tested to maximize validity, and to ensure that respondents understood the questions posed. Adjustments were later made in the questionnaire for any difficulties encountered in the pre-testing. The questionnaire was then retested.

Sample Selection

The sample used in this study was a random digit sample of the telephones of the United States constructed for Research & Forecasts by Survey Sampling of Westport, Connecticut.

The method used to construct such samples involves the use of a comprehensive data base which is updated frequently. A computer program generates a list of telephone numbers so that each telephone number has an equal probability of being called.

The random digit dialing technique overcomes the problem of unlisted numbers. The data base from which the sample is drawn is constructed from working exchanges supplied by the nation's telephone companies, not from telephone books. Listed and unlisted numbers have an equal probability of being called.

The U.S. National Health Service surveys in 1976 as well as other studies have found that at least 90% of American households have telephone connections.*

* Ninety-three percent of Americans have access to a telephone in their own dwelling or elsewhere (cf. W.R. Klecka & Alfred J. Tuchfarber, "Random Digit Dialing: A Comparison to Personal Surveys." Public Opinion Quarterly (1978), p. 104.) Of this group, the people 60 years of age and over have the highest proportion of accessible telephones (cf. D.S. Tull and Gerald S. Albaum "Bias in Random Digit Dialed Surveys," Public Opinion Quarterly (1977) pp. 389 ff.).

National random telephone surveys may to a small degree undersample the poor, but any bias is within an acceptable margin or error for a national sample.

Data Collection

Trained interviewers made the phone calls. Eighty percent of the calls were made between the hours of 12:00 P.M. to 9:00 P.M., Eastern Standard time, during the months of April and May, 1980. Fifty-nine percent (59%) of the interviews were conducted on Saturday or Sunday, and 88% were fifteen minutes or less. The sampling method did not reach the less than 4.5% of senior citizens who are institutionalized.*

When interviewers reached a household they would ask if a granddad resided in the house. In 85% of households contact there was no grandfather in the household.

Interviewers made up to four call-backs to reach the granddads not available at the time of initial phone call.

Of the granddads reached by this method, 29% refused to be interviewed; while 4% terminated the interview early, giving a final response rate of 67%.

In all, data collectors obtained 551 interviews, of which 514 were fully completed and/or usable.

* NCOA, Fact Book on Aging (Washington, D.C. 1978), p. 128.

Sample Size

The sample size varies from question to question throughout the report. On each table, the sample size is indicated in the parenthesis. The "percent of total sample" given on the tables is the percent of the senior citizens who responded to the question.

Gamma Coefficient

Whenever this study provides tables illustrating correlations between factors, the tables include a decimal number called "gamma." "Gamma" is a number or factor that indicated the closeness of the relationship between correlating data. As a coefficient of association, therefore, gamma measures the probable strength of the correlation between two variables. It can take any value between 1.0 and zero. All gamma correlations in this report are significant at the 5 percent level or better.